"Controlling Small Order Costs"

Philip Morris/McKinsey Study for Tobacco Distributors—another door to greater profits



What is the break-evem point on small orders? When do you make a profit or when do you lose money? This is a question you may likely have asked yourself many, many times. "How to Raise Your Profits by Controlling the Costs of Small Orders" can help you find the answers. It's appointantly oversited to the answers. It's appointantly oversited to the controlling the

butor Sales. Call him today, or write Philip Morris U.S.A., Dept. B, 100 Park Ave., New York, N. Y. 10017. There is a whole series of profit-building books available from the

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